

ORDER



Orders	Order / Rev:	<u>704330</u>	WUSA
	Alt Order #:	06261648	
	Product Desc:	OBAMA SCHED C	
	Estimate:	1549	
	Flight Dates:	08/04/12 - 08/17/12	
	Original Date / Rev:	09/23/12 / 09/23/12	
	Order Type:	Political	
	Primary AE:	Aaron Ashe	
	Sales Office:	T-WAS	
	Sales Region:	NAT	

Agency	Name:	<u>Greer Margolis Mitchell</u>	Cash
	Buying Contact:		
	Billing Contact:		
	3050 K St NW Washington, DC 20007		
	Billing Type:	Broadcast	
	Billing Calendar:	EOM/EOC	
	Billing Cycle:	15%	
	Agency Commission:		

Advertiser	Name:	<u>Obama/D/President</u>	New Business Thru: 00:15:00
	Demographic:	A35+	
	Product Codes:	PL-Presidential,Political,PL-Federal	
	Priority:	P-5	
	Revenue Codes:	AGY, GEN, POL	
	Advertiser External ID:		
	Agency External ID:		

					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
07/30/12	08/17/12	156	\$167,000.00	\$141,950.00	August 2012	156	\$167,000.00	\$141,950.00	0.00
					Totals	156	\$167,000.00	\$141,950.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WUSA	08/06/12	08/17/12	10-11a Let's Make a Deal	CM	10-11a	MTWTF--	:30	8	\$700.00	P-1	0.00	NM	16	\$11,200.00
				LETS-DEAL1-CBS<											
				Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
				Week: 08/06/12	08/12/12	MTWTF--	8	\$700.00	0.00						
				Spot	Ch	Date Range	Description	Start/End Time		Weekdays	Length	Rate	Rtg	Type	
				2	NUSA	08/06/12-08/12/12	10-11a	10-11a		MTWTFH----	:30	(\$700.00)	0.00	NM	
				See MG 1.17											
				[Hub Error / Did not Run]											
17	WUSA	08/17/12	08/17/12	10-11a											
				-----F-----											
				MG for 1.2 08/07											
				Week: 08/13/12	08/19/12	MTWTF--	8	\$700.00	0.00						
2	WUSA	08/06/12	08/17/12	Price Is Right The Price is Right	CM	11a-12p	MTWTF--	:30	8	\$1,200.00	P-1	0.00	NM	16	\$19,200.00
				PRICE-RT 1-CBS/PRICE-RT 2-CBS											
				Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
				Week: 08/06/12	08/12/12	MTWTF--	8	\$1,200.00	0.00						
				Week: 08/13/12	08/19/12	MTWTF--	8	\$1,200.00	0.00						
3	WUSA	08/06/12	08/17/12	DT Soaps	CM	9A-3P (12:30 PM-3:00 PM)	MTWTF--	:30	15	\$1,200.00	P-2	0.00	NM	30	\$36,000.00
				VARIOUS											
				Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
				Week: 08/06/12	08/12/12	MTWTF--	15	\$1,200.00	0.00						
				Week: 08/13/12	08/19/12	MTWTF--	15	\$1,200.00	0.00						
4	WUSA	08/06/12	08/17/12		CM	12-1230P	MTWTF--	:30	5	\$1,200.00	P-1	0.00	NM	10	\$12,000.00

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Advertiser: Obama/D/President
Product Desc: OBAMA SCHED C
Estimate: 1549

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Advertiser: Obama/D/President
 Product Desc: OBAMA SCHED C
 Estimate: 1549

WUSA

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
9NWSNOWSU@630P																		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>										
Week: 07/30/12		08/05/12		-----S		1	\$1,000.00	0.00										
Week: 08/06/12		08/12/12		-----S		1	\$1,000.00	0.00										
Spot	Ch	Date Range		Description		Start/End Time				Weekdays	Length	Rate	Rtg	Type				
2	NUSA	08/06/12-08/12/12	9 News @ 630p Sun	See MG 12.3 [INA due to Golf]		630-7P				-----Su	:30	(\$1,000.00)	0.00	NM				
3 NUSA 08/17/12-08/17/12 9 News @ 6p																		
MG for 12.2 08/12																		
13	WUSA	08/05/12	08/12/12	Sun Prime A		CM	7-8P		-----S	:30	1	\$12,000.00	P-2	0.00	NM	2 \$24,000.00		
60 MINUTES-CBS																		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>										
Week: 07/30/12		08/05/12		-----S		1	\$12,000.00	0.00										
Week: 08/06/12		08/12/12		-----S		1	\$12,000.00	0.00										